WESTFIELD PEDIATRIC DENTAL GROUP

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Privacy Policy

Effective Date: 10/01/2026 Last Updated: 10/02/2026

1. **Introduction**
Westfield Pediatric Dental Group is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you interact with our services, website, or SMS messaging program.

2. **Information We Collect**
We may collect the following categories of personal information:

- Contact Information: Name, email address, mailing address, and phone number.
- Transaction Information: Records of products or services you have purchased or inquired about.
- Communications Data: Messages you send to us, customer support interactions, and feedback.
- Technical Data: IP address, browser type, device identifiers, and usage analytics collected via cookies or similar technologies.
- SMS/Text Messaging Data: Your mobile phone number and your consent to receive text messages from us.

3. **How We Use Your Information**
We use the information we collect to:

- Provide, operate, and improve our products and services.
- Send you transactional, operational, or promotional communications you have requested.
- Respond to your inquiries and provide customer support.
- Comply with applicable legal obligations.
- Protect the security and integrity of our services.

4. **SMS / Text Messaging Consent & Data**
Important: All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

When you opt in to receive SMS or text messages from Westfield Pediatric Dental Group, we collect your mobile phone number and your express written consent.

This opt-in data and consent information will not be shared with, sold to, or purchased by any third party or affiliate for marketing or promotional purposes under any circumstances.

5. **Sharing of Information**
We do not sell, rent, or trade your personal information. We may share your information only in the following limited circumstances:

Service Providers: Trusted vendors who assist us in operating our business, such as cloud hosting and payment processing, bound by confidentiality obligations.

Legal Requirements: When required by law, court order, or governmental authority.

Business Transfers: In connection with a merger, acquisition, or sale of assets, with notice provided to you.

Mobile information and opt-in consent will not be shared with third parties or affiliates for marketing or promotional purposes.

6. **Cookies and Tracking Technologies**
Our website may use cookies and similar tracking technologies to enhance your experience.

You can control cookie preferences through your browser settings. Disabling cookies may affect some website functionality.

7. **Data Retention**
We retain your personal information only as long as necessary to fulfill the purposes described in this policy or as required by law.

SMS opt-in and consent records are retained in accordance with carrier and regulatory requirements.

8. **Your Rights**
Depending on your jurisdiction, you may have the right to:

- Access, correct, or delete your personal information.
- Opt out of certain data uses or marketing communications.
- Request data portability.
- Lodge a complaint with a supervisory authority.

To exercise these rights, contact us at:
Email: wpdg@wpdg.net
Phone: 908-232-1231

9. **Security**
We implement reasonable administrative, technical, and physical safeguards to protect your information.

No method of transmission over the internet is 100% secure; we cannot guarantee absolute security.

10. **Children's Privacy**
Our services are not directed to individuals under the age of 13.

We do not knowingly collect personal information from children. If you believe we have inadvertently collected such information, please contact us immediately.

11. **Changes to This Privacy Policy**
We may update this Privacy Policy from time to time.

We will notify you of material changes by posting the updated policy on our website with a revised effective date.

12. **Contact Us**
If you have questions about this Privacy Policy, please contact:

Westfield Pediatric Dental Group, 555 Westfield Avenue, Westfield, NJ 07090
Email: wpdg@wpdg.net Phone: 908-232-1231